



WXYZ

# ORDER

Print Date 09/14/12

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Flight Dates **10/10/12-10/16/12**

Contract / Revision      **310968 /**

Original Date / Revision  
09/13/12    09/13/12

Advertiser **Michigan GOP 2012**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Product  
**Michigan GOP 2012**

Agency Com    15%

Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **8449**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	42	\$55,845.00	\$65,700.00	0.00
<b>Totals</b>	<b>42</b>	<b>\$55,845.00</b>	<b>\$65,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	42	\$55,845.00	\$65,700.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/11/12	10/16/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	- 1- 1- - -	:30	2	\$3,500.00	P-2	0.00 NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/12	10/16/12	- 1- 1- - -		2		\$3,500.00		0.00				
N 2	WXYZ	10/10/12	10/16/12	6am News M-F Action News 6am	CM	6-7am M-F	1 1111- -	:30	5	\$1,200.00	P-2	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/12	10/16/12	1 1111- -		5		\$1,200.00		0.00				
N 3	WXYZ	10/10/12	10/16/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1 1111- -	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 09/14/12

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Contract / Revision **310968** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:20:00

Advertiser **Michigan GOP 2012**

Product **Michigan GOP 2012**

Estimate # **8449**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/10/12	10/16/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	11111--					5	\$1,600.00		0.00		
N 4	WXYZ	10/10/12	10/16/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	11111--					5	\$1,000.00		0.00		
N 5	WXYZ	10/10/12	10/16/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	11111--					5	\$1,000.00		0.00		
N 6	WXYZ	10/10/12	10/16/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	11111--					5	\$1,800.00		0.00		
N 7	WXYZ	10/10/12	10/16/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	11111--					5	\$2,000.00		0.00		
N 8	WXYZ	10/10/12	10/16/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$2,000.00	FX	0.00 NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	11111--					5	\$2,000.00		0.00		
N 9	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S-					1	\$900.00		0.00		
N 10	WXYZ	10/13/12	10/13/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S-					1	\$900.00		0.00		
N 11	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,600.00	FX	0.00 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S-					1	\$1,600.00		0.00		
N 12	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S					1	\$900.00		0.00		
N 13	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S					1	\$1,400.00		0.00		
Totals													42	\$65,700.00